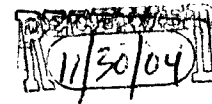


NOTIFICATION PURSUANT TO
SECTION 6 OF DSHEA
AND RULE 21 CFR §101.93



This notification is being filed on behalf of **Market America, Inc.** which is the **distributor** of the product bearing the statements identified in this notification. Its business address is **1302 Pleasant Ridge Road, Greensboro, NC 27409**. This notification is being made pursuant to Section 6 of DSHEA and Rule 21 CFR §101.93. The dietary supplement product on whose label or labeling the statements appear is **TriActive™ – Arterial, Cholesterol & Homocysteine Support Formula**.

The text of each structure-function statement for which notification is now being given is:

Statement 1: "TriActive targets three major areas to promote the healthy performance of the body's cardiovascular system."—Booklet

Statement 2: "This unique formula uses a combination of natural ingredients that have been shown to safely and effectively support optimal arterial function, healthy cholesterol levels, and healthy homocysteine levels."—Booklet

Statement 3: "TriActive has been formulated using a combination of clinically proven ingredients that help support proper heart health." —Booklet

Statement 4: "To help maintain arterial integrity, TriActive contains garlic, a well-known cardio-protective supplement."—Booklet

Statement 5: "It not only promotes the optimal health of the arteries but it also helps maintain healthy homocysteine levels and healthy cholesterol levels."—Booklet

Statement 6: "It supports heart function by maintaining healthy blood flow."—Booklet

Statement 7: "TriActive targets three major areas to protect against damage and enhance the performance of the body's total cardiovascular system."— Website

Statement 8: "Arterial, Cholesterol, & Homocysteine Support Formula"—Bottle Label

Statement 9: "Heart Health - Cardiovascular Maintenance"—Bottle Label

97S 0162 LET 15007

ALSO SEE 97S-0163

The following summary identifies the dietary ingredients or supplements for which a statement has been made:

<u>Statement Number(s)</u>	<u>Identity of Dietary Ingredient or Supplement That Is the Subject of the Statement</u>
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1.-9.	TriActive is composed of the following ingredients: thiamin (vitamin B1 as thiamin mononitrate), riboflavin (vitamin B2), niacin (vitamin B3 as niacinamide), pantothenic Acid (vitamin B5 as calcium d-pantothenate), vitamin B6 (as pyridoxine hydrochloride), vitamin B12 (as cyanocobalamin), biotin, folate (as Metafolin®), zinc (as zinc oxide), garlic (<i>Allium sativum</i>), beta-sitosterol (from 637.5 mg 40% beta-sitosterol plant sterols), hawthorn berry, <i>Cassia nomame</i> (minimum 6% flavonoids), guggulsterones (from 95% guggulsterones granules); other ingredients include: dicalcium phosphate, cellulose, vegetable stearic acid, vegetable magnesium stearate, croscarmellose, silica and vegetable acetoglycerides.
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The following identifies the brand name of each supplement for which a statement is made:

<u>Statement Number(s)</u>	<u>Brand Name</u>	<u>Label or Labeling</u>
1.-9.	TriActive™	Bottle Label and Booklet

I, **James L. Wilmer**, am authorized to certify this Notification on behalf of **Market America, Inc.** I certify that the information presented and contained in this Notification is complete and accurate, and that **Market America, Inc.** has substantiation that each structure-function statement is truthful and not misleading.

Date Signed: October 27, 2004

By: James L. Wilmer
James L. Wilmer, Ph. D.
Director, Scientific Affairs
Market America, Inc.